

Brand Audit Checklist

External	Internal
Marketing	Personnel
<ul style="list-style-type: none"> Advertising creative (print/TV/radio/outdoor) 	<ul style="list-style-type: none"> Expense claim forms
<ul style="list-style-type: none"> Internal and external banners & signage 	<ul style="list-style-type: none"> Payslips and group certificates
<ul style="list-style-type: none"> Direct Mail 	<ul style="list-style-type: none"> Induction program materials
<ul style="list-style-type: none"> Case Studies 	<ul style="list-style-type: none"> Recruitment agency briefs
<ul style="list-style-type: none"> Exhibition stands 	<ul style="list-style-type: none"> Internal communication tools
<ul style="list-style-type: none"> Merchandise/gifts 	<ul style="list-style-type: none"> Intranet
<ul style="list-style-type: none"> Brand guidelines 	<ul style="list-style-type: none"> Employee contracts and letters of offer
<ul style="list-style-type: none"> Media (press releases/packs) 	
<ul style="list-style-type: none"> Brochures 	Stationery
<ul style="list-style-type: none"> Annual report 	<ul style="list-style-type: none"> Templates
<ul style="list-style-type: none"> Prospectus 	<ul style="list-style-type: none"> Report covers
<ul style="list-style-type: none"> Posters 	<ul style="list-style-type: none"> With compliments slips
<ul style="list-style-type: none"> Newsletters 	<ul style="list-style-type: none"> Letterhead and envelopes
<ul style="list-style-type: none"> Directory entries (phone, fax, email) 	<ul style="list-style-type: none"> Contract/redemption note
<ul style="list-style-type: none"> Web banner adverts 	<ul style="list-style-type: none"> Business cards
	<ul style="list-style-type: none"> Continuation page
	<ul style="list-style-type: none"> Memo
Facilities/Signage	<ul style="list-style-type: none"> Fax cover
<ul style="list-style-type: none"> Building lift and lobby 	<ul style="list-style-type: none"> Templates/forms/personnel/IT
<ul style="list-style-type: none"> Internet and telephone listings 	<ul style="list-style-type: none"> Invoices
<ul style="list-style-type: none"> Fax machine confirmation reports 	<ul style="list-style-type: none"> Company fact sheets/overviews
<ul style="list-style-type: none"> Physical address and PO Box details 	<ul style="list-style-type: none"> Internal manuals and user guides
	<ul style="list-style-type: none"> Client reviews
Internet, Applications, IT	<ul style="list-style-type: none"> Project updates
<ul style="list-style-type: none"> Website 	
<ul style="list-style-type: none"> Social Media (get a full list) 	Legal
<ul style="list-style-type: none"> Domain names 	<ul style="list-style-type: none"> Company registration
<ul style="list-style-type: none"> Email footers 	<ul style="list-style-type: none"> Resolutions
<ul style="list-style-type: none"> Screensavers 	<ul style="list-style-type: none"> Company trademarks and registrations
<ul style="list-style-type: none"> Mailing List provider (MailChimp, Aweber etc) 	<ul style="list-style-type: none"> Contracts